





**At WMEP Manufacturing Solutions, our hands-on experiences and relationships with businesses and NGOs throughout the world bring you the resources needed to develop and enhance your sustainability efforts. Together with Wisconsin Sustainable Business Council, we will set you up for success with proven returns on investment, making significant impacts for both your organization and community.**

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*Our mission is to help drive Wisconsin forward through sustainable business, helping to build Wisconsin's sustainability leaders by providing resources and guidance.*

**The Wisconsin Sustainable Business Council is a nonprofit organization that helps businesses advance sustainable principles and practices.**

We support businesses through an array of programming, education, resources and tools and are an end-to-end solution for businesses looking to integrate sustainability into the fabric of their organization. It is our vision that the Wisconsin business community prospers by being responsible social and environmental stewards today, and far into the future.

# GREEN MASTERS

**Our signature program, the Green Masters Program is an assessment, recognition and certification tool for businesses to measure, learn and improve on their sustainability journey.**

This comprehensive self-assessment is scored based on the effort and impact of actions across nine categories of sustainability. It's a credential that can validate and certify your organization's sustainability actions.

An average of 150 businesses apply annually from various sectors and sizes. In 2018, manufacturing made up the largest sector of applicants at 33% followed by professional services at 10% while small businesses with fewer than 100 employees made up 26% of program participants. Businesses are moving forward on the sustainability continuum. The average score across all sectors in 2009 was 70, and in 2018, it was 464.



## **WISCONSIN GREEN MASTERS:**

**American Family Insurance**  
**CNH Industrial**  
**Covia**  
**Evolution Marketing**  
**Green Bay Packaging**  
**Kohler**  
**Kohls**  
**Kruger International**  
**Lands' End**  
**Lauterbach Group**  
**Madison Gas and Electric**  
**Menasha Corporation**  
**Mercury Marine**  
**Oshkosh Corporation**  
**Phillips-Medisize**  
**Rockwell Automation**  
**UW Health**

*Each year, the top 20% of businesses in the program are recognized as Masters. The highest-level scores have progressively increased year after year. In 2013, the cutoff to reach green master status was 423, and in 2018, it was 566.*





# 21<sup>ST</sup> CENTURY PATHWAYS

**In this hands-on, interactive workshop, you'll learn a practical approach to business resiliency and growth through sustainable strategy and tactics, complete with ROIs.**

Subject matter experts will guide you in creating a right-sized, world-class Environmental, Social and Governance plan to propel economic growth, risk reduction, enhanced recruitment and retention and, most importantly, innovation through engagement.

You'll apply pragmatic tools to make sustainability profitable and develop approaches that resonate with millennials and Gen Xers, who now make up the majority of the workforce—over 90% of whom seek responsible companies with a clear purpose that drive environmental, economic and social performance.

Pathways is a unique combination of experts working for you, peers working with you and coaches leveraging your strengths to build an approach that matters, develop a resilient network and establish comprehensive resources.

More than 200 companies self-reported a \$200-plus million impact resulting from their participation in the multi-trillion-dollar sustainable goods and services market along with internal opportunities for sustainable practices.



*21<sup>st</sup> Century Pathways “showed us how to engage everyone and give them a meaningful way to contribute.”*

—PROGRAM PARTICIPANT

*The program provides a “great mix of strategy and tactics and gives us a foundation for future success.”*

—PROGRAM PARTICIPANT

*Today's business innovation needs tomorrow's thinking.*



# COOL CHOICES

**Learn how our game-based sustainability programs work to increase sustainable habits and enhance your bottom line. Enthusiasm for sustainability goes up, and operating costs go down.**

Program participants earn points for the sustainable actions they take at work and at home, inspiring new actions and ideas that reinforce the organization's sustainability goals. The game-based sustainability programs use an online platform to make being sustainable easy and fun—for example, bike to work and earn 30 points! The team-based program makes it socially compelling, thus facilitating conversations and peer collaboration.

Our work has inspired employees and community members to take new sustainable actions that reduce energy, water and fuel consumption

part of their daily routine, a routine which saves money and reduces emissions.

Clients receive real-time access to participation data and post-program impact reports that detail financial and environmental benefits. The data identifies trends in sustainable practices as well as new leaders within the community—all the stuff you need to know to better assist you in taking your sustainability efforts even further.



**409K**

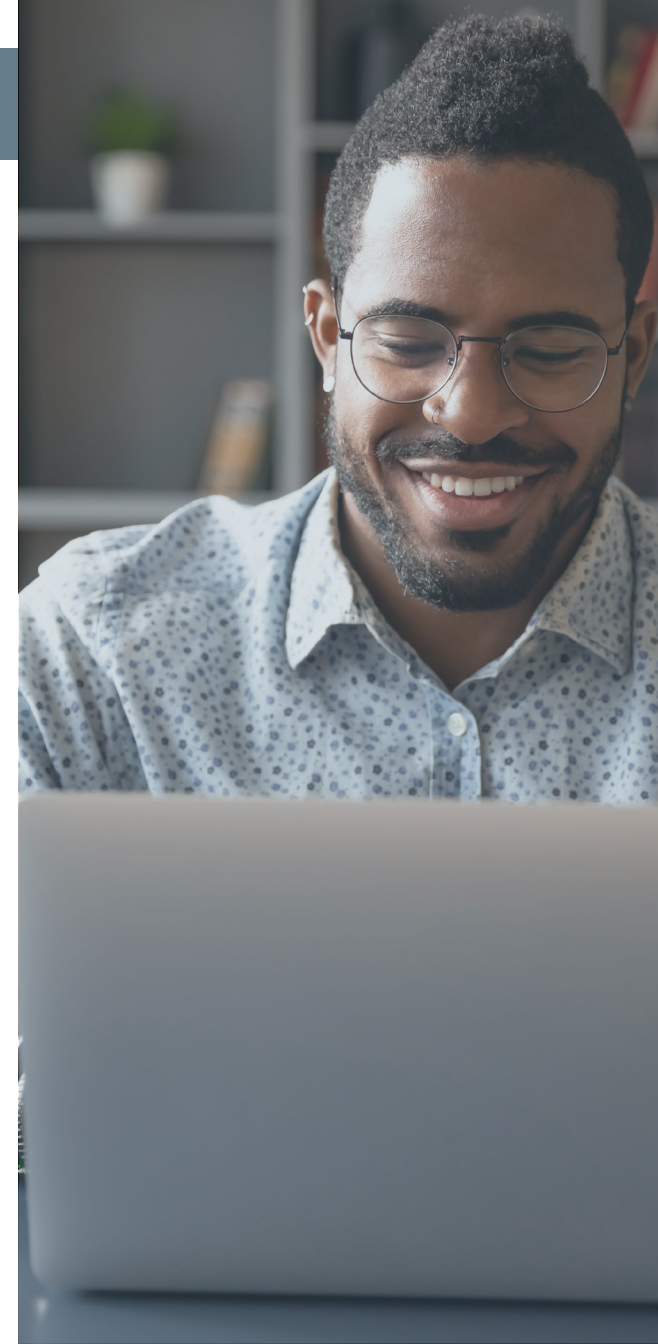
**Cool Choices Made**

**32,988**

**Sustainable  
Ideas Shared**

**\$5.39M**

**Estimated  
Annual Savings**



# THE SUSTAINABILITY CONSORTIUM

**Let our designated Trained Service Providers (TSC) assist you in creating, enhancing and executing a supply chain sustainability strategy that meets the ever-increasing demands of your customers, consumers and investors.**

Customers are increasingly expressing interest in sustainable practices and performance of companies and their supply chains. Our TSC-designated leaders will teach you how to effectively communicate not only with customer supply chain managers but also to engage with sustainability professionals at existing and potential customers and begin managing expectations within your organization.

- Build and effectively share your sustainability credentials
- Capture targeted supply chain sustainability performance
- Effectively meet or exceed customer expectations for sustainability reporting
- Increase profitability through sustainable performance

We will assist you in developing your credentials, using The Sustainability Consortium (TSC) framework, along with the Organization for Economic Cooperation and Development (OECD) Sustainable Manufacturing Toolkit derived from the Global Reporting Initiative (GRI) metrics.

More than 2,000 suppliers use THESIS KPIs to share their sustainability performance with retailers. Are you prepared to meet this rising demand for supplier support? We can help.



*Only nine individuals across the U.S. are designated TSC Trained Service Providers. WMEP is proud to have two of the nine on our team, ready to help you today!*



# ALLIANCE FOR WATER STEWARDSHIP

**The AWS International Water Stewardship Standard (AWS Standard) is a globally applicable framework for businesses to understand their water use and impacts and to work collaboratively and transparently for sustainable water management within a watershed context.**

This is achieved by engaging water-using sites in understanding and addressing shared water challenges as well as site water risks and opportunities. In pursuit of these outcomes, implementation of the AWS Standard encourages collaborative approaches that involve business and industry, government and community, and civil society organizations.

Implementing the AWS Standard can bring about many benefits for a business site. It supports them to:

- Understand water dependencies and impacts
- Mitigate operational and supply chain water risks
- Ensure responsible water procedures are in place

- Build relationships with local water-related stakeholders
- Address challenges shared with others in the catchment

The AWS Standard can be implemented by any site, in any sector, in any watershed around the world. Our credentialed specialists will guide you in creating or integrating the AWS Standard framework into your business management system.





# MULTI-MILLION DOLLAR IMPACTS

Return on investments were calculated for 120 organizations who together implemented 203 unique sustainability projects, investing \$17 million in plant, equipment and new products.

**\$20M**

Annualized Cost Reduction

**18.1M**

Reduction in Solid Waste in Pounds

**38.6M**

Reduction in Water Use in Gallons

**\$15M**

Retained Sales

**\$22M**

Annualized Revenue from New Products

**15.7M**

Annual Reduction in Electricity Use in kWh



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**636K**

Annual Reduction in Natural Gas Use in Therms

**15,163**

Reduction in Energy-Related Emissions in Tons

**550**

Jobs Created

**\$200K**

Annual Fuel Savings

**14,832**

Reduction in Hazardous Materials in Pounds

**33K**

Reduction in Air Emissions in Pounds